MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK2854 – MARKETING INFORMATION TECHNOLOGY

(All sections / Groups)

4th MARCH 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Essay questions – 100 marks
Answer ALL questions.

Question 1

The influence of information technology in supporting an organization's marketing effort have been enhanced due to the growth of Internet. In other words, the strength of the Internet has affected traditional marketing in several ways. List five of them and discuss the effects of Information Technology on marketing. (25 marks)

Question 2

Assuming the role of a consultant, one of your client, an organization that uses the Internet to run their business operations. Currently the organization sells exclusively in the US and wants to expand globally.

a) Discuss the strategy that you would recommend for their initial expansion. (5 marks)

b) At the same time identify and provide justifications for some of the factors they should consider while pursuing this expansion. (20 marks)

Question 3

User generated content is defined as content that is being generated by the users instead of the organizations. The impact for such content is deemed to create a huge impact on the audience. Therefore, to prove the impact of the content, organizations will conduct a content analysis. Identify and discuss the learning that organizations could gained through the content analysis. (25 marks)

Question 4

With the evolution of information technology due to the growth of Internet, organizations are embarking in the creation of online communities. Identify and discuss the methods to effectively target online audiences to create online communities. (25 marks)

End of Page